## King, Valerie A.

**From:** King, Valerie A.
**Sent:** Friday, July 25, 2003 5:21 PM
**To:** Mendes, Paul; Zedler, Barbara
**Subject:** FW: Ashtray and Lighter Advertising - Smokers

**Sensitivity:** Confidential

**Follow Up Flag:** Follow up
**Due By:** Monday, July 28, 2003 10:00 PM
**Flag Status:** Flagged

**DSS:** No

Ashtray and Lighter Ads, 17 Ju...

FYI - Just wanted to make you aware of the request from MDS. I will be reviewing this approach (and the proposed text) with our Law department. MDS has indicated that they have used this medium before and that it has a good success rate.

If you have any concerns or comments, let me know on Thursday (I'm out Friday). I told MDS that we would get them our comments by then.

Thanks,
Valerie

-----Original Message-----
From: Kimberly Prchal [mailto:Kimberly.Prchal@mdsps.com]
Sent: Friday, July 25, 2003 4:33 PM
To: valerie.a.king@pmusa.com
Cc: Kelli Hogeland
Subject: Ashtray and Lighter Advertising - Smokers
Sensitivity: Confidential

Valerie,

Attached are advertisements that we would like to use on ashtrays and lighters. We would like to distribute these in smoke shops, bars etc. This advertising is similar to past "Smokers" ads and we have used this type of promotional items in 2001 for the first PM study.

Please let me know if PM legal approves and we can take to the IRB.

Thanks
Kim

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